



# OFBCI News

## Office of Faith-Based and Community Initiatives

Mitchell E. Daniels, Jr., Governor

James F. Huston, Executive Director

### December 6, 2011 - Seasons greetings!

#### America's compelling story

by Jay Hein

*Commissioner, Indiana Commission on Community Service and Volunteerism*

"So when was the last time you caught your children staying up past bedtime reading their history textbook under covers with a flashlight?"

That is the question author and former U.S. Secretary of Education Bill Bennett uses to illustrate the gap between the drama of our American story and the poor way that history is often taught in schools. I was reminded of Bennett's point when recently reading about Alexander Hamilton. While we picture our Founding Fathers in elegant paintings and remember them in genteel settings, Hamilton actually grew up in a scandalous British West Indies youth, wishing for a war to escape poverty and make his mark on the world.

He didn't wait long. [\[Read more by clicking here\]](#)

#### Plan your Day of Service activities, apply for funding



Day of Service  
Remember.

As a voice for service and volunteerism in the state, the Indiana Office of Faith-Based and Community Initiatives is offering mini-grants to provide resources that will help coordinate and increase the impact of service projects in Indiana. The goal of this Mini-Grant program is to demonstrate the power of service as a solution to community needs, and to see the service through at particularly meaningful times in the 2012 calendar year.

The OFBCI encourages Day of Service projects that (1) demonstrate community connections and use of local resources, (including partnerships with a minimum of one

#### Quick Links:

[Indiana OFBCI](#)

[One Stop Shop](#)

[AmeriCorps Indiana](#)

[State of Indiana](#)

#### **Community Events:**

- [Dec. 6-7 - Indiana Youth Institute: Kids Count Conference](#)
- [Dec. 15 - Finding Federal and Private Funding for Faith-Based Organizations](#)
- [Dec. 17 - Our Family Center's Gift of Hope Outreach Program](#)
- [Feb. 17 - Mind Trust Charter School Incubator grant application due](#)
- [Mar. 12-13 - Indiana Out of School Learning Summit](#)

#### **News that is useful to you:**

If you would like to see something in Friday Night Facts please email Derek at: [DTrovillion@ofbci.in.gov](mailto:DTrovillion@ofbci.in.gov)

organization that serves persons with disabilities), (2) build capacity of local national service programs through regional networking and co-planning of activities, and (3) increase member and volunteer understanding and commitment to national service and volunteerism.

[Click here to learn more or to apply today.](#)



### **Help decide the new name for 'Friday Night Facts'**

Out of nearly 50 suggestions (twice as many as we originally expected), we have held an internal vote and have narrowed it down to the following suggestions -- now we need your vote!

Here are the finalists:

- Do Good Digest
- IN Fact: Indiana Facts
- Monday Matters
- Monday Morning Brew
- OFBCI News: Where service and volunteerism happen
- Volunteerism Voice

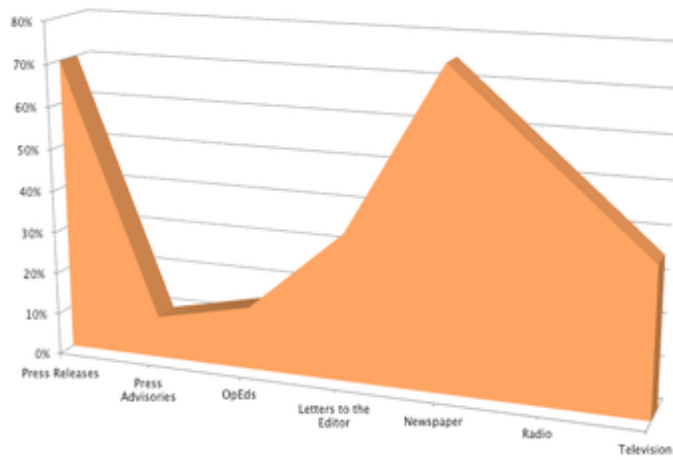
Please visit [our survey page and vote for your favorite](#). Thank you for all of the great suggestions!

### **What media do you use to promote your programs?**

In a revealing exercise last week, we asked participants of varying ages to come prepared to an AmeriCorps grantee training with information about their organization's media strategy. This included information about what traditional media, social media, and other new media each organization uses to get their story out. Here is what we found:

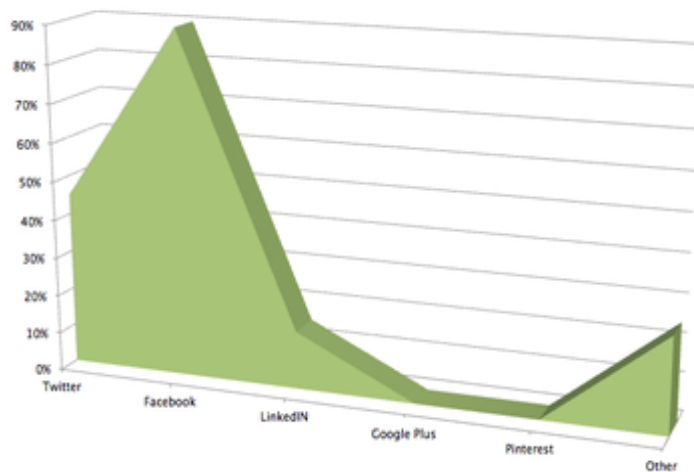
#### **Traditional Media**

- 70% use press releases, but only 10% use press advisories for their events
- Three out of four use the newspaper as an active medium for getting their story out
- Radio is still an elusive medium for 45% of respondents



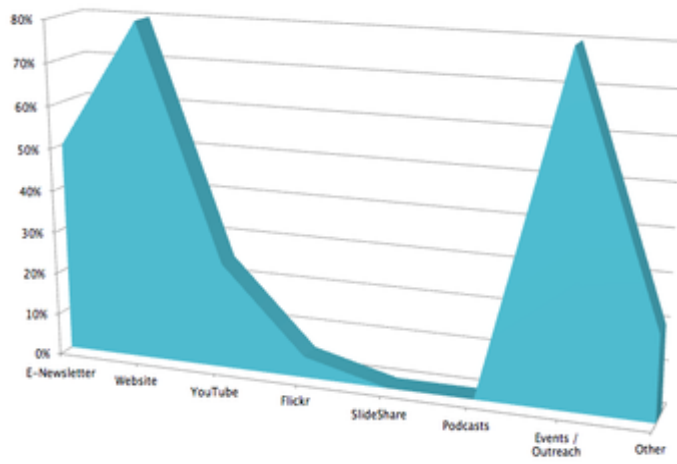
### **Social Media**

- Nearly everyone is engaged on Facebook
- Almost one in two use Twitter
- None reported using Pinterest.com or Google Plus for their organization



### **New Media / Other Outreach**

- Only one out of every two organizations produce an E-newsletter
- Four out of five promote operations through their website
- One out of Four use YouTube
- No organizations are using SlideShare.net to share documents or presentations.



Find the results surprising? Want to share about your organization's use of media? Share it on the [OFBCI Facebook page](#) or [@reply us on Twitter](#).